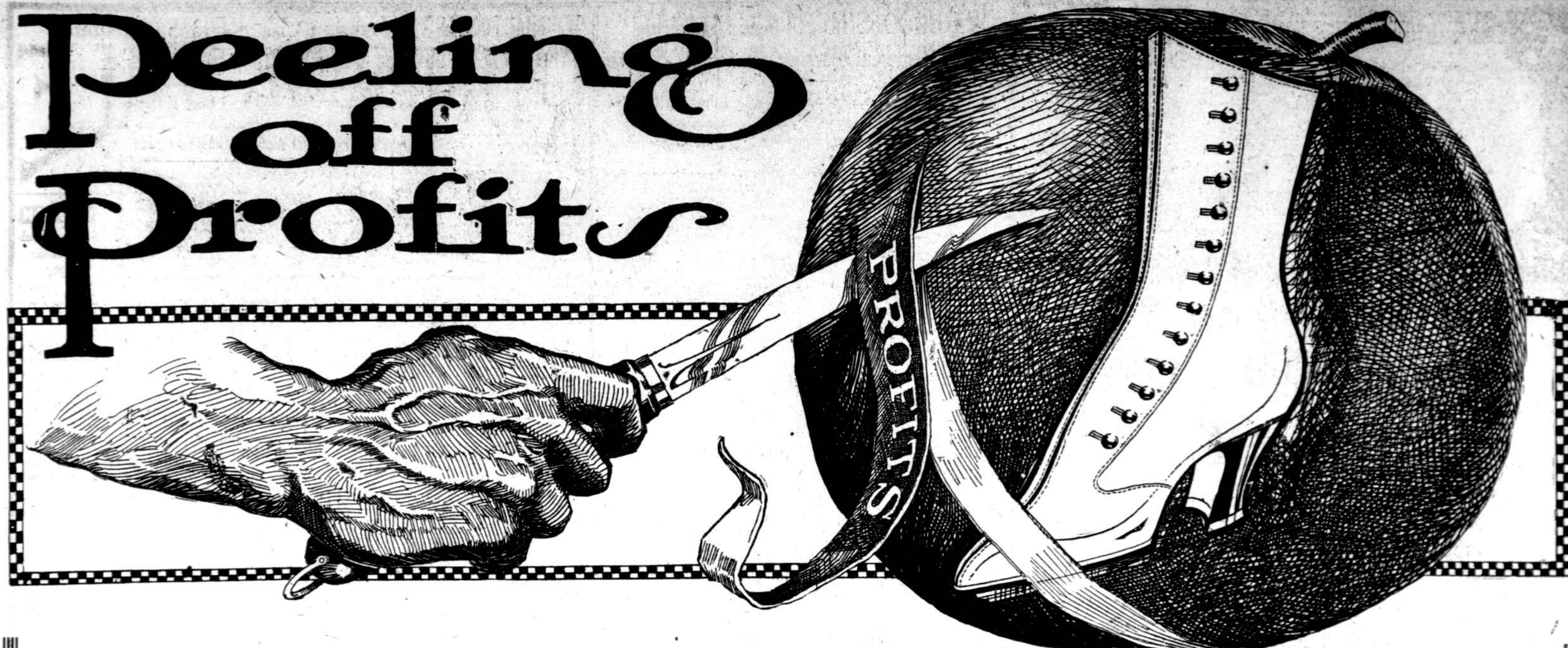


Peeling off Profits



CUTTING DOWN TO THE CORE OF SHOE VALUES!

We've cut 'way below Everybody's usual prices---and they are 'way below the regular prices for these famous trade-marked Shoes. We have cut into the actual cost---giving you shoe values that are simply unprecedented. Don't wait a minute tomorrow morning---get here right after breakfast. Extra Salespeople will be on hand to see that you are properly fitted.

HUNDREDS OF BARGAINS IN STANDARD SHOES

Second Floor Items

350 pairs of Ladies' Boots, 8-inch, high-cut pattern in blue, gray, African brown, and dull mat kidskin; 2-inch leather Louis heels; "Mary Stuart" \$6.00 values; only **\$3.45**

18 pairs Ladies' Side-lace Boots, "American Girl" make; sold regularly at \$4.00 the pair; only **\$1.95**

50 pairs of Ladies' Gun Metal Button Boots; broken lots of \$3.50 and \$4.00 shoes from regular stock; only **\$1.85**

40 pairs of Ladies' Patent Button High Shoes; "American Girl" make; sold regularly at \$3.50 a pair; only **\$1.85**

18 pairs of Ladies' La France Patent Button Boots, with sand cloth tops; sold regularly at \$5.00 the pair; only **\$2.25**

40 pairs Ladies' Patent Button Boots; "Radcliffe" make, with black cloth tops; new overgaiter pattern; sold regularly at \$4.50 the pair; only **\$1.85**

25 pairs of Ladies' Patent Coltskin Button Carthean make; O'Sullivanized with rubber heels of new live rubber; regular \$3.50 values; only **\$1.95**

35 pairs of Ladies' Blue Kidskin Lace Boots, with hand-turned soles, covered Louis heels; made on a snappy style. Genuine \$5.00 value. Choice **\$3.15**

35 pairs of Ladies' Vici Kidskin Button Boots, with hand-turned soles, cushion tread. An excellent shoe for both style and comfort. Sold regular at \$4.50. Choice **\$2.85**

39 pairs of Ladies' Dull Mat Kidskin Button Boots, "Varsity" make, with front seam; a very snappy style; hand-sewed. Sold regular at \$4.00 the pair. Choice **\$2.85**

28 pairs of Ladies' Patent Kidskin Button Boots, with cushion tread and hand-turned soles. Plain toe. Very dainty and stylish. Sold regular at \$4.50 the pair. Choice **\$2.95**

31 pairs of Ladies' Boots, in Gun Metal Calfskin, black cloth top and plain toe. M. H. & M. make. Genuine \$3.50 values. Choice **\$2.65**

30 pairs Tan Lace High Shoes, the "American Girl" make; diamond tips and brown tops (some snappy style). Branded on the sole \$5.00, their standard price. Choice **\$1.45**

30 pairs of Ladies' Velvet Boots, button style, extra high-cut 18-button pattern, in black and blue; "Patrician" make. Genuine \$6.00 values. Choice **\$2.15**

100 pairs of Ladies' Boots, in gun metal calfskin, button style; a large assortment of styles, taken from our regular stock of \$3.50 and \$4.00 shoes. Choice **\$1.95**

38 pairs of Ladies' High Boots, "Carthean" make, O'Sullivanized with rubber heels of new live rubber; a select pattern; very comfortable; regular \$3.50 value. Choice **\$1.95**

189 pairs of Ladies' Tan Calfskin Boots, button style; a large and choice assortment of styles to choose from; sold regular at \$3.50 and \$4.00 the pair. Choice **\$2.15**

196 pairs of Ladies' Black and Tan Suede High Shoes, made on a choice last with medium short vamp; button style with tips; sold regular at \$3.50 and \$4.00 the pair. Choice **\$1.15**

35 pairs of Ladies' Patent Coltskin Button Boots, with or without cloth tops; made by Interstate Shoe Co.; sold regularly at \$3.00 and \$3.50 the pair; only **\$1.75**

Third Floor Items

15 pairs of Ladies' Patent Button High Shoes, with black brocaded cloth tops; branded on the sole \$4.50 their standard price; only **\$1.45**

Two tables of Ladies' High Shoes, in a large assortment of styles to choose from. These shoes taken from our regular stock of broken lots of \$3 and \$4 values; only **\$1.85**

208 pairs of Ladies' High Boots, in button and laced styles; patent coltskin and gun metal calfskin. All sizes in the lot; sold regular at \$3.50 the pair. Choice **\$1.65**

85 pairs of Men's Storm Rubbers, sold elsewhere at \$1.00 the pair. Choice **75c**

One table piled high with Boys' Children's and Misses' high Shoes; every pair made of good, strong, durable leather. These are wonderful values. Choice **\$1.45**

60 pairs of Men's High Shoes, in gun metal calfskin, blucher model. Sold regular at \$2.50. Choice **\$2.15**

387 pairs of Men's High Shoes, made by the Smith-Briscoe Shoe Co., makers of the famous "Steadfast" shoe. English. Swagger and straight lasts; a choice selection of styles in both tan and black leathers; genuine \$5.00 values. Choice **\$3.45**

326 pairs of Men's Goodyear Welt High Shoes, in patent coltskin, tan Russia calfskin, genuine calfskin and genuine kangaroo; made in all the new shapes. Genuine \$4.50 values. Choice **\$3.35**

Two tables piled high with Men's High Shoes; most every pair trade-marked "Craddock Special," "Farnum," "Selz," and other good makes; a full range of sizes. Values, \$3.50 and \$4.00. Choice **\$2.85**

60 pairs of Ladies' Black Satin Boots, 13 and 18-button Hicnt pattern, most all sizes; sold regular at \$3.50 and \$4.00 the pair. Choice **95c**

Two tables piled high with Men's High Shoes, patent coltskin, gun metal calfskin and vici kidskin; English and Hitee effects; wonderful values at their regular price, \$3.00. Your choice **\$2.35**

11 pairs of Men's High Shoes, in patent coltskin, button, with brown tops; regular price, \$4.00. Choice **\$1.85**

Over 350 pairs of Men's High Shoes. Among these you will find a suitable style for every man in a choice assortment of leathers, and a full range of sizes. Genuine \$4.00 values. Choice **\$3.15**

Everybody's

Shoe Store

7th and D Sts.

ENTRANCE ON D STREET OVER LINCOLN NATIONAL BANK